



# Haverhill

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## **Mayor Sees Merrimack River as Tool for Regional Tourism**

Today, Mayor James J. Fiorentini spoke at the Merrimack Valley Regional Planning Day at Northern Essex Community College about regional cooperation. At an extraordinary stretch of 117 miles, the Merrimack River stands as one of Haverhill's most sought after sites, beginning in the City and ending in Newburyport. Mayor Fiorentini spoke about the opportunity of utilizing the Merrimack River to attract tourism in the cities of Newburyport, Amesbury and Haverhill. Residents and visitors alike will be able to use their river boats, water crafts to travel from one city to the next, all while enjoying the journey and beauty that is the Merrimack River.

"The concept of basing this sort of robust water taxi tourism around the Merrimack River is interesting, and I think it will generate attraction," said Donna Holaday, Mayor of Newburyport.

Organized by the Merrimack Valley Planning Commission, the purpose of the event was to emphasize the importance of regionalization and how it can be a positive impact for surrounding communities. Its initiative was to promote a regional set of plans between various communities, and establish an ongoing dialogue around collaboration.

Mayor Fiorentini stated:

"By using the Merrimack River as a tourist attraction, we are also regionalizing to bring neighboring communities like Haverhill, Amesbury and Newburyport together. The Merrimack River is a beautiful mass of opportunity, and I look forward to exploring it further for the better of our City and others."

